

CONTRACT**KITV**
HAWAII**KITV**
801 South King Street
Honolulu, HI 96813
(808)535-0400

www.KITV.com

And:

Carlisle/NP/Mayor
Attention: Jim Fulton
210 Ward Ave
Suite 222
Honolulu, HI 96814

Contract / Revision 910635 /		Alt Order #
Product 5/28WK		
Contract Dates 05/28/12 - 06/03/12		Estimate # WEEK 11
Advertiser Carlisle/NP/Mayor		Original Date / Revision 05/11/12 / 05/18/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KITV	Account Executive KITV Political Local K	Sales Office Honolulu
Special Handling Political Duplicate File Copy		
Demographic Adults 25-54		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KITV	05/28/12	06/03/12	KITV 4 News This Morning	5-6A		:30			NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/28/12	06/03/12	11111--				5	\$100.00			
N 2	KITV	05/28/12	06/03/12	KITV 4 News This Morning	6-7A		:30			NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/28/12	06/03/12	11111--				5	\$100.00			
N 3	KITV	05/28/12	06/03/12	GMA M-F	7-9am		:30			NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/28/12	06/03/12	11111--				5	\$100.00			
N 4	KITV	05/28/12	06/03/12	KITV News At 5	5-5:30pm		:30			NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/28/12	06/03/12	MTWTF--				4	\$300.00			
N 5	KITV	05/28/12	06/03/12	KITV News At 6	6-6:30pm		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/28/12	06/03/12	MTWTF--				3	\$500.00			
N 6	KITV	05/28/12	06/03/12	KITV News At 10	10-10:35pm		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/28/12	06/03/12	MTWTF--				3	\$500.00			
Totals											25	\$5,700.00

*Tax 1 Note: General Excise Tax 4.712%.

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
05/28/12 - 06/01/12	25	\$5,700.00	\$4,845.00	\$228.30	\$5,073.30
Totals	25	\$5,700.00	\$4,845.00	\$228.30	\$5,073.30

Signature: 

Date: 5-25-12

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

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Contract / Revision 910638 /		Alt Order #
Product 6/4WK		
Contract Dates 06/04/12 - 06/10/12		Estimate # WEEK 10
Advertiser Carlisle/NP/Mayor		Original Date / Revision 05/11/12 / 05/18/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KITV	Account Executive KITV Political Local K	Sales Office Honolulu
Special Handling Political Duplicate File Copy		
Demographic Adults 25-54		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	06/04/12	06/10/12	11111--				5	\$100.00			
N 2	KITV	06/04/12	06/10/12	KITV 4 News This Morning	6-7A		:30			NM	5	\$500.00
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	Week:	06/04/12	06/10/12	11111--				5	\$100.00			
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	Week:	06/04/12	06/10/12	MTWTF--				3	\$500.00			
Totals											25	\$5,700.00

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